My husband and I absolutely love XM. We willingly and happily pay for it because of the type of content we find there that is just not available on mainstream AM & FM stations. Yes, these stations are "free", but it seems people have shown that they don't mind paying for quality. Local real-time traffic & weather is indispensable, especially in areas where lifestyles are defined by the time spent in one's car. People speak with their wallets & XM is a true testament to that. This is a choice XM subscribers are making, and the service has only responded by making every effort to improve and to give listeners what they ask for, unlike mainstream radio, which has simply "sold out." The NAB cannot make a choice for people who are paying for another service, simply because it is better than everything else out there - boring, playlist-fixated stations, too many commercials and incomplete traffic & weather only "every 8 minutes." Satellite radio is an undeniable improvement. Let it set the pace - and the standard - for broadcasting, rather than be made a victim of it.